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Collaboration for Ethical Success: A five University approach to partnership working



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Introduction

- Collaboration for Success
- North East Initiative on Business Ethics (NIBE)
- Model for Responsible Business Collaboration
- Future plans
- Other Initiatives from Participants



Competition or collaboration?

- Our society faces complex challenges that require collective action across sectors and borders.
- Responsible business collaborations have emerged as a promising approach to address these challenges.



Collaboration for success

- Collaborating with the competition can make business sense
- Business-led corporate responsibility coalitions have galvanised action on economic regeneration, social inclusion and responsible business practices
- Business in the Community has got member companies to act on issues such as employability, homelessness and mental health in the workplace.



Industry Collaboration models

Increasingly important aspect of corporate responsibility

Sector basis (high-risk factors where a common position is beneficial)

**multiple companies using the same supplier
(where the bureaucratic burden on the
supplier could be reduced)**

companies convening a range of suppliers (to identify and share best practice and troubleshoot common problems).

Department for Business Innovation and Skills (2014)



University Collaboration models

- University – Industry
- University – Public/Third Sector
- University – Education Institutions
- University – University (Research)
- University – University (Teaching)
- University – University (International)



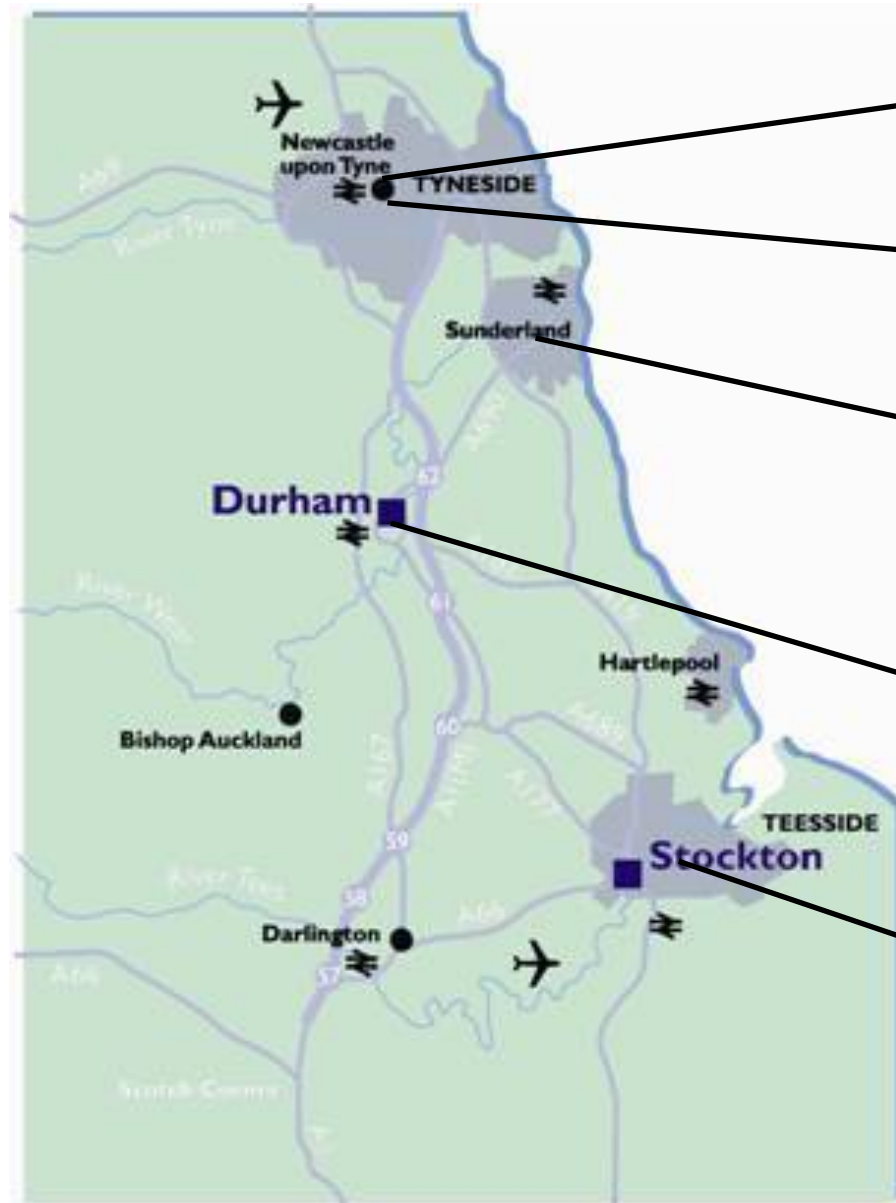
University Collaboration models for Sustainability

- Single industry projects
- One off research
- Consultancy
- Centres and units
- Knowledge transfer
- University alliances?

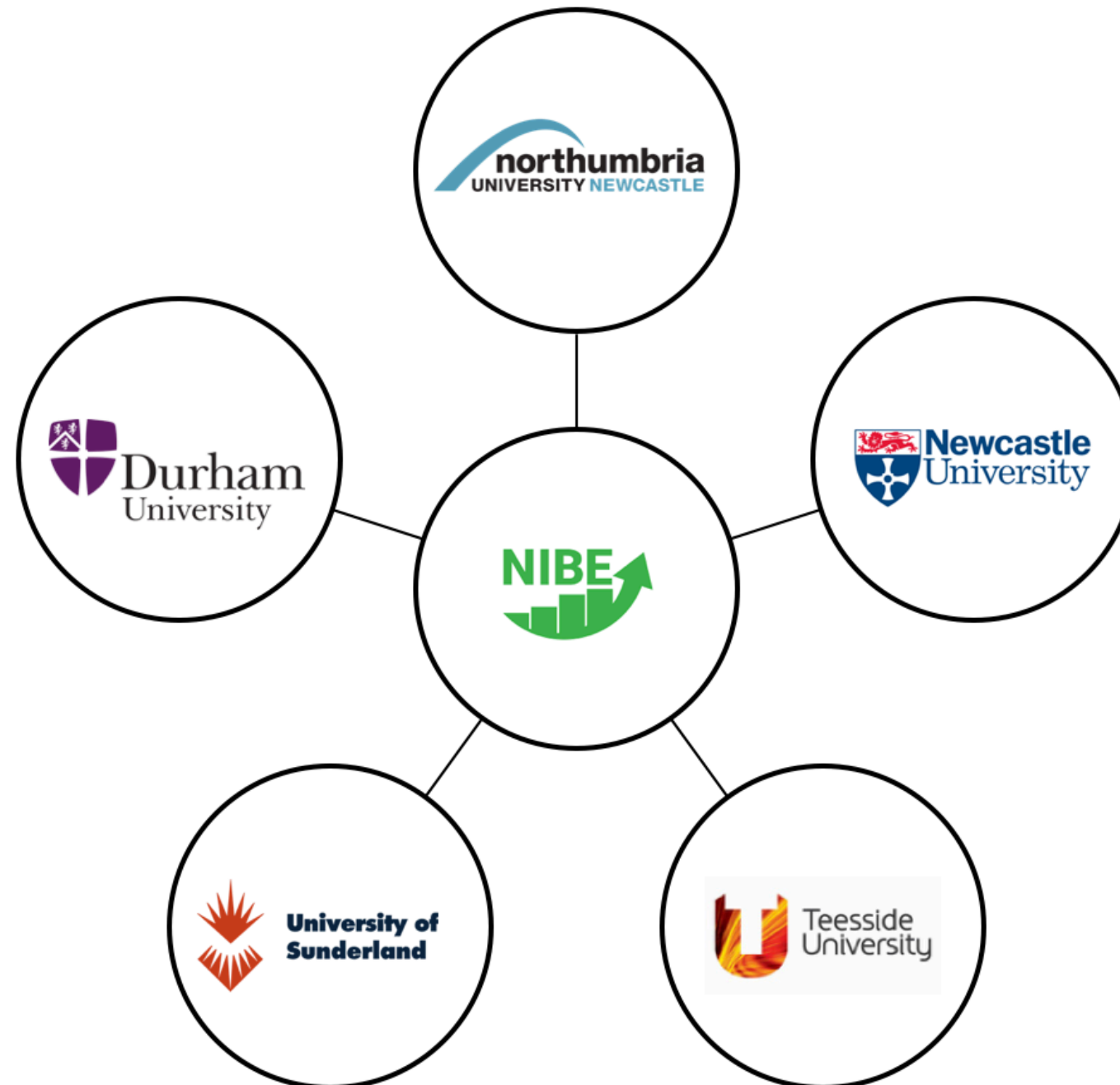
EMBEDDING SUSTAINABILITY
THROUGH COLLABORATION



5 Universities Collaboration



Five University Responsible Business Collaboration model



Northern Initiative on Business Ethics



BUSINESS ETHICS NORTH EAST

NIBE focusses on and brings together people interested in business ethics.

[ABOUT NIBE](#)



COMMUNITY ENGAGEMENT

We transform workplaces by promoting everyday ethics through community involvement.

[EVENTS](#)



COMMUNITY ADVOCACY

Show your commitment to ethical business practices in the North East.

[ACTION](#)

<http://www.nibe.org.uk/>

Activities

- Events (Lecture Series/Workshops)
- Research (Collaborative bids/Industry research)
- Action (Campaigning/Activities)
- Networking (Relationship Building)



Lecture Series

- What went wrong in Scottish banking? How not to choose bad leaders'
- The Good Accountant: On Virtue Theory and Accounting
- Bank Mandate Fraud
- What ethical challenges is your business facing?“.



Newcastle's Future as a Responsible City



Research

- Expert Register
- Research Repository
- Collaborative Bids
- Researcher – Industry link



Action

- Engaging apprentices from Gateshead to help design website
- Working with the Newcastle Journal to launch a campaign on prompt payment called 'Pay Fair'
- Connecting businesses with the the People's Kitchen in Newcastle to provided material benefits to those in need.



Success



- Building a network
- Raising awareness
- Promoting the North East as a responsible/ethical business region
- Demonstrating the power of collaboration

Challenges

- Who leads?
- Funding
- Led by individuals
- Sustainability (long term)
- Just another 'Initiative'



Future Plans



- Broader engagement with business
- Promoting the ethical and responsible business agenda among the region's universities and schools
- Designing and implementing a regional 'kite-mark' for ethical and responsible business practice
- Continuing our work 'pricking consciences' through presentation and debate

Other models for Responsible Business Collaboration?

- What is your institution doing?
- What other models could we explore?
- What are the challenges and opportunities?
 - UK & Ireland PRME?

17 PARTNERSHIPS
FOR THE GOALS



Only by working together can we achieve a sustainable future with improved health for all.